

# HISTORIC PRESERVATION BOARD

CITY OF DELRAY BEACH

---STAFF REPORT---

**MEETING DATE:** April 5, 2017

**ITEM:** **Rok Brgr (2017-073 and 074)** Item before the Board is approval of a Certificate of Appropriateness (COA) for an amendment to an existing Blanket Sign Program on a building located at 4 E. Atlantic Avenue (Rok Brgr) and a recommendation to the City Commission regarding a waiver request to LDR section 4.6.7(E)(7) Design Standard Matrix a wall sign not facing a dedicated street frontage.

**RECOMMENDATION:** Approval

## GENERAL DATA:

Applicant..... Art Signs

Owner/Agent..... Marc Falsetto

Location..... SE corner of Swinton  
Atlantic Avenue

Property Size..... 0.1483 Acres

Future Land Use Map.... OMU (Other Mixed Use)

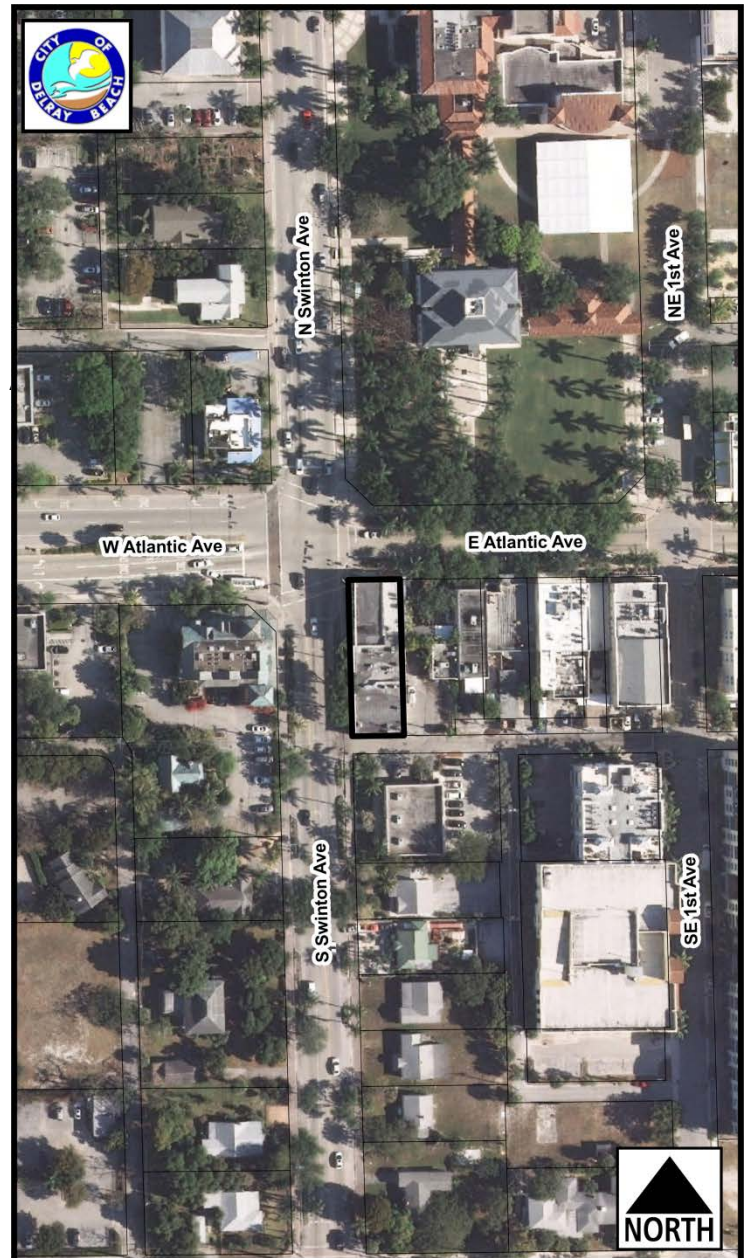
Current Zoning..... (OSSHAD) Old School  
Square Arts District

Adjacent Zoning....North: (OSSHAD)

East: (OSSHAD)

South: (OSSHAD)

West: CBD (Central Business  
District)



## ITEM BEFORE THE BOARD

The action before the Board is approval of a Certificate of Appropriateness (COA) for an amendment to an existing Blanket Sign Program on a building located at **4 E. Atlantic Avenue (Rok Brgr)** Individually Designated, pursuant to Land Development Regulations (LDR) Section 2.4.6(H) and a recommendation to the City Commission regarding a waiver request to LDR section 4.6.7(E)(7) Design Standard Matrix a wall sign not facing a dedicated street frontage.

## BACKGROUND & PROJECT DESCRIPTION

The subject property consists of Lot 6, Block 69, Town of Delray. The site is zoned Old School Square Historic Arts District (OSSHAD) and contains a masonry vernacular style building which is considered a contributing building within the Old School Square Historic District. Constructed in 1910 by the Rhoden family, early Delray pioneers, the building served as a general store and grocery store while the family lived in the apartment above. It is the oldest remaining, contributing building on Atlantic Avenue. Over the years there have been numerous modifications to the building including rehabilitation of the structure to comply with the Delray Beach Design Guidelines and the Secretary of the Interior's Standards for Rehabilitation. The current proposal relates to the portion of the building formerly occupied by Tryst.

In 1988, a blanket sign program was approved for four flat wall signs in rust brown, background ivory border 7' 11" in length and 2' high as this is a multi-tenant building which consists of Rok BRG, Bull Bar, Jimmy's Bistro, and retail. Any deviation from the established Blanket Sign Program must result from action by the Historic Preservation Board.

In 2000, Historic Preservation Board approved a Certificate of Appropriateness (COA) for a sign for the tenant Safari Steakhouse and again in 2004, for a sign for the tenant Sol Kitchen.

Attached is the current request to amend the Blanket Sign Program and the justification for the sign waiver.

The request on the north elevation is grey painted letters with red internally illuminated reverse channel letter that reads "ROK BRGR" The sign is 2'58" high by 7'66" wide for a total of 19'76" sq. ft. The west elevation consists of internally illuminated channel letters that reads "ROK BRGR" with the rest of the words "Craft Beer" "Burgers" "GastroPub" painted white. The sign is 11" high by 32'6" long for a total of 29'6" sq. ft.

## ANALYSIS

Pursuant to **LDR Section 2.4.6(H)(5)**, prior to approval, a finding must be made that any Certificate of Appropriateness which is to be approved is consistent with Historic Preservation purposes pursuant to Objective A-4 of the Land Use Element of the Comprehensive Plan and specifically with provisions of Section 4.5.1, the Delray Beach Historic Preservation Design Guidelines, and the Secretary of the Interior's Standards for Rehabilitation.

**Future Land Use Element Objective A-4:** The redevelopment of land and buildings shall provide for the preservation of historic resources. The objective shall be met through continued adherence to the City's Historic Preservation Ordinance and the following policies:

**Policy A-4.1:** Prior to approval or recommending approval of any land use or development application for property located within a historic district or designated as a historic site, the Historic Preservation Board must make a finding that the requested action is consistent with the provisions

of Section 4.5.1 of the Land Development Regulations relating to historic sites and districts and the “Delray Beach Historic Preservation Design Guidelines.”

In addition to the above, the request also requires compliance with the regulations pertaining to signage. These regulations have been included within the discussion and analysis below regarding visual compatibility.

**LDR Section 4.6.7(D) Aesthetic Qualifications:**

(1) Applicability: The following subsection describes basic aesthetic qualifications which apply to signs.

(2) Basis: The aesthetic quality of a building, or the entire neighborhood, is materially affected by achieving visual harmony of the sign on or about a structure as it relates to the architecture of the building or the adjacent surroundings. In addition, to the limitations on signs imposed on Subsections (E) and (K), the following aesthetic considerations must be met.

- a. Garishness: The overall effect of lettering, configuration or color of a sign shall not be garish. “Garish” signs are those that are too bright or gaudy, showy, glaring, and or cheaply brilliant or involving excessive ornamentation. Garish signs are not in harmony with and are not compatible with the building or adjacent surroundings.
- b. Scale and Conformity with Surroundings: The scale of the sign in terms of area, shall be consistent with the scale of the building on which it is to be placed or painted and the neighborhood or streetscape where it is to be located. Scale be considered in terms of Subsection (E)(2) with respect to height and area.
- c. Quality: All signs shall have a professional appearance that enhances the visual aesthetics of the area.

**STAFF COMMENT:**

Although the proposed signage does not meet the criteria of the current Blanket Sign Program, the proposed signage is not garish nor is it gaudy. It is in in harmony with the scale of the building and its surrounding area and is aesthetically pleasing to the neighborhood.

The current blanket sign program is outdated and the owner of the building should consider an update to the entire program to meet the needs of the tenants in the future. Therefore, positive findings, can be made with respect to the subject LDR Section 4.6.7(D).

Pursuant to **LDR Section 4.6.7(F)(2)(a), Blanket Sign Program**, a Blanket Sign Program may be required for a commercial property establishing the font, color, size and location of signs on a multiple tenant building. A Blanket Sign Program shall be approved by the Historic Preservation Board if the project is in the historic district or a historically designated site. After approval of a Blanket Sign Program individual signs consistent therewith shall be administratively approved.

**STAFF COMMENT:**

The proposed sign does not meet the current Blanket Sign Program as it requires unified signage, with specific finishes, fonts, sizes, and colors.

As stated above, the Blanket Sign Program is outdated, and it might be in the best interest of the owner of the building to update the Program to accommodate any future tenants as this building is a multi-tenant building with several restaurants, commercial use and office space upstairs.

Pursuant to **LDR Section 4.6.7 (E)(7), Design Standard Matrix**, the following matrix sets forth the standards for various types of signs when located in various zoning districts or defined by use. Per **LDR Section 4.4.24(F)**, the following locations shall be subject to the development standards of the Commercial Core (CC) within CBD zoning District, excluding exceptions to the height limitations provided in Section 4.3.4(J)(4):(a) Lots 1-7, Lots 16-18 and 19-24 Block 69. In the

Central Business District (CBD) one wall sign per business facing a dedicated street frontage is allowed. The applicant has applied for signage interior to the restaurant space, therefore requiring a waiver to LDR section 4.6.7(E)(7).

Pursuant to LDR Section 2.4.7(B)(5), Waivers: Findings, the granting body shall make findings that,

- (a) Shall not adversely affect the neighboring area;
- (b) Shall not significantly diminish the provision of public facilities;
- (c) Shall not create an unsafe situation; and
- (d) Does not result in the grant of a special privilege that the same waiver would be granted under similar circumstances on other property for another applicant or owner.

The applicant has provided a justification for the waiver in the attached letter.

The granting of this waiver will not adversely affect the neighboring area, diminish the provision of public facilities and is not creating an unsafe situation. The signage is complimentary to the building and coordinates with the signage on the north elevation. Several waivers have been granted for wall signs not facing dedicated street frontage such as Chase Bank, Burger King and Delray Boxing.

**LDR Sections 4.5.1(E)(5) and 4.5.1(E)(8)** provide guidelines in evaluating Certificates of Appropriateness for the alteration or addition of exterior architectural features. The applicable guidelines are as follows:

Pursuant to **LDR Section 4.5.1(E)(4)**, a historic site, building, structure, improvement, or appurtenance within a historic district shall only be altered, restored, preserved, repaired, relocated, demolished, or otherwise changed in accordance with the Secretary of the Interior's Standards for Rehabilitation, and the Delray Beach Historic Preservation Design Guidelines, as amended from time to time.

**STAFF COMMENT:**

No direct reference is made to signage affecting historic structures, sites, or districts; however, there is specific intent to project the importance of preserving “character-defining” and distinctive features, and discussing scale and compatibility within historic districts such as the following Standard:

New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment. (Standard 9)

The intent of this Standard has been met as the integrity of the historic building will not be compromised. Therefore, positive findings can be made, subject to the recommended revisions.

<b>ALTERNATIVE ACTIONS</b>
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**Amend Blanket Sign Program**

A. Continue with direction.

- B. Move approval of the Certificate of Appropriateness (2017-73,74) to amend the Blanket Sign Program and the recommendation to the City Commission regarding a waiver request to LDR Section 4.6.7(E)(7), Design Standard Matrix, to allow a wall sign to face the west elevation (interior to the site) for **4 E. Atlantic Avenue (ROK BRGR)**, by adopting the findings of fact and law contained in the staff report, and finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in LDR Section 2.4.6(H)(5) and the Secretary of the Interior's Standards for Rehabilitation.
- C. Move denial of the Certificate of Appropriateness (2017-73,74) to amend the Blanket Sign Program and to the City Commission regarding waiver request to LDR Section 4.6.7(E)(7), Design Standard Matrix, to allow a wall signs to face the west elevation (interior to the site) for **4 E. Atlantic Avenue (ROK BRGR)**, by adopting the findings of fact and law contained in the staff report, and finding that the request is inconsistent with the Comprehensive Plan and does not meet criteria set forth in LDR Section 2.4.6(H)(5), and the Secretary of the Interior's Standards for Rehabilitation (motion to be made in the affirmative).

<b>RECOMMENDATION</b>
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Move approval of the Certificate of Appropriateness (2017-73,74) to amend the Blanket Sign Program for **4 E. Atlantic Avenue (ROK BRGR)**, by adopting the findings of fact and law contained in the staff report, and finding that the request is consistent with the Comprehensive Plan and meets criteria set forth in the Land Development Regulations and the Secretary of the Interior's Standards for Rehabilitation.

Move approval of the recommendation to the City Commission regarding waiver request to LDR Section 4.6.7(E)(7), Design Standard Matrix, to allow a wall sign to face the west elevation (interior to the site) located at **4 E. Atlantic Avenue (ROK BRGR)** based upon positive findings, pursuant LDR Section 2.4.7(B)(5).

Report Prepared by: Jennifer Buce, Assistant Planner

Attached:      Sign Design  
                    Justification Letter





REVERSE CHANNEL LETTERS  
(all remaining graphics are painted on wall)

Scale: 1" = 1'- 0"  
Square footage: 19.8



RED



WHITE



DARK GREY

Channel letter face color: Red  
Painted letters and graphics: White, Dark grey  
Letter depth: 3"  
Letter style: logotype  
Illumination: Red LEDs  
Allowed sq. ft.:30  
Proposed sq. ft.: 19.8

17'-7"  
2'-7"



25'-0"

Scale: 1/8" = 1'- 0"





REVERSE CHANNEL LETTERS  
(all remaining graphics are painted on wall)

Scale: 3/8" = 1'- 0"

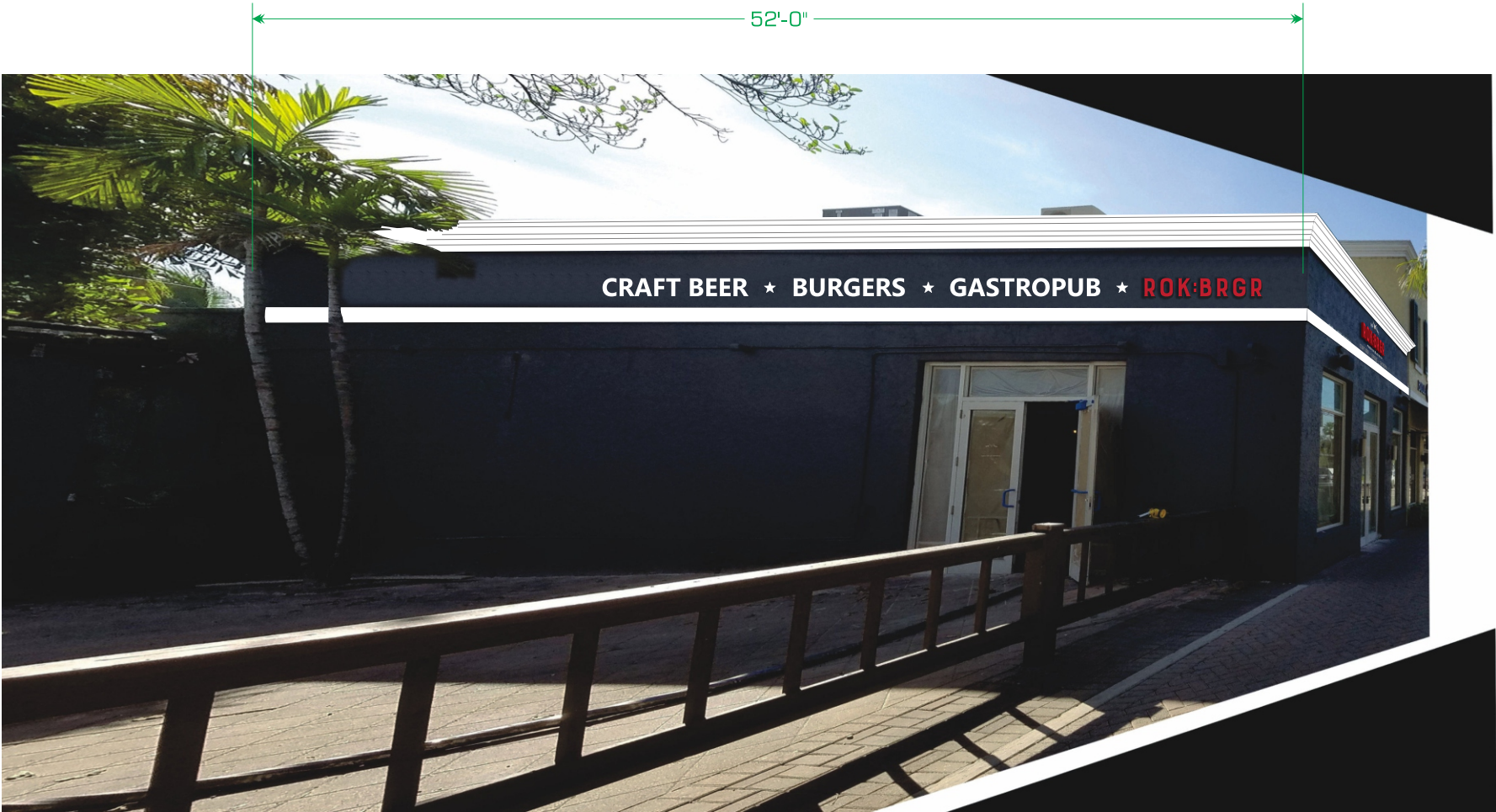


RED



WHITE

Painted copy: White  
Channel Letter color: Red  
Letter depth: 3"  
Letter style: logotype  
Illumination: Red LEDs  
Allowed sq. ft.:30  
Proposed sq. ft.: 29.94



Scale: 1/8" = 1'- 0"



■ NATIONAL ■ REGIONAL ■ INTERNATIONAL ■  
BUSINESS IDENTIFICATION SINCE 1947

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JUSTIFICATION LETTER

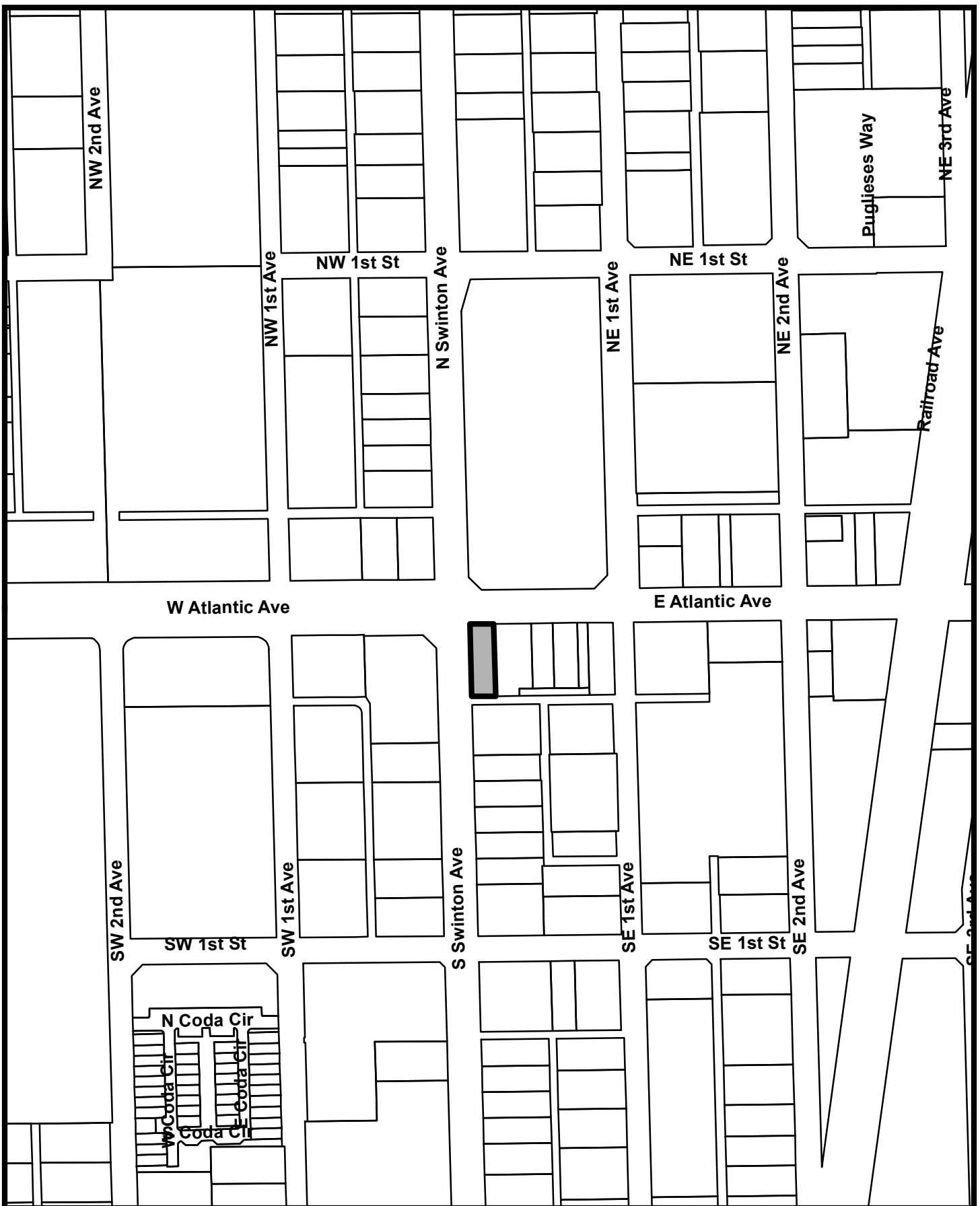
WAIVER REQUEST

ROK BRGR

January 9, 2017

This is to request a waiver from the Master & Blanket Sign Program for Rok Brgr per LDR Section 2.4.7(B). Rok Brgr claims lack of visibility for their signage and believe it has caused a hardship for their recognition and exposure. The requested signage on the east elevation will help to give them the needed visibility to attract customers.





# 4 East Atlantic Avenue

## LOCATION MAP

 Subject Property